5 SEM TDC E-COM 3 (Sp)

2 0 1 4

(November)

COMMERCE

(Speciality)

Course : 503

(Essentials of e-commerce)

Full Marks : 80
Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Write the full form of the following :　　1×5=5

　(a)　B-2-C

　(b)　C-2-G

　(c)　SET

　(d)　EDI

　(e)　e-bro

　　　　　(*Turn Over*)

2. State the meaning of the following in one sentence each : 1×3=3

   (a) Wish list

   (b) EMI

   (c) Discount coupon

3. Write short notes on the following : 4×4=16

   (a) Encryption

   (b) e-stock trading

   (c) Intermediator-oriented market place

   (d) B-2-B

4. (a) Discuss various usage of internet in commerce. Do you think that it is a boon to use internet facilities for commercial transactions? Justify. 7+7=14

   Or

   (b) Trace out the drawbacks of e-commerce. Suggest some remedies to minimize these drawbacks. 10+4=14

5. (a) Discuss the process of credit card transactions. How such process can be made secured? Elaborate. 6+8=14

   Or

   (b) Discuss the demerits of electronic payment system with examples. 14

6. (a) Elaborate the customers' shopping procedure on the internet with examples. 14

<p align="center">*Or*</p>

(b) Discuss the benefits and its impact of e-tourism in industrial sector.

7. (a) Discuss any one architectural model of b-2-b with examples and assumptions.

$$10+4=14$$

<p align="center">*Or*</p>

(b) Discuss the meaning of 'just-in-time delivery' in B-2-C with a real time example. Discuss the advantages of EDI (internet based). $7+7=14$

<p align="center">★ ★ ★</p>